



MAYORS
FOR ECONOMIC
GROWTH



Funded by
the European Union





CONTEXT

Municipalities are at the **forefront** of **crisis and** **opportunity**

These complex challenges require new models and modes of thinking, going beyond sector-specific or technical solutions

2/3

of the world's
energy

80%

of the global
GDP

70%

+ of global
greenhouse gas
emissions

**municipalities
lead**

addressing issues like climate
change, inequality and adopting
new technologies



CONTEXT

With the **COVID-19 pandemic**, the issues that cities face became more pronounced.

Mayors around the world are facing the compounding effect of dwindling resources and the cascading effects of the pandemic – across **social, economic** and **cultural life** of cities. This new context highlights the ‘radical uncertainty’ that local authorities and people in the region face.

Around the world, **cities are changing** - hundreds of kilometers of bike lanes have been laid, Sofia and Zagreb have committed to deep retrofits, Tirana has expanded pedestrian areas and committed to green transformation.

MAYOR FOR ECONOMIC GROWTH FACILITY

What is it?

EU & UNDP project to enhance **inclusive economic growth and job creation**, through an innovative approach

For whom?

Secondary cities in Armenia, Azerbaijan, Georgia, Moldova and Ukraine

Budget?

€10m

When?

2021-2024

The Mayors for Economic Growth Facility is a follow up of the Mayors for Economic Growth (M4EG) initiative, launched and funded by the European Union (EU) in 2017 to support Mayors and municipalities of the Eastern Partnership (EaP) countries. The project is being implemented by UNDP starting from 2021.



HOW WILL IT WORK?

broad

Strengthening the capabilities of local governments in designing for & financing regional development, and **strengthening the learning network** (exchange of best practices) - engaging the existing networks of the M4EG programme of about 400 municipalities:

Revised process and a new generation of Local Economic Development Plans

Based on the evaluation and lessons learned, adapt the methodology for LEDPs to address the complex challenges facing cities

Annual M4EG Forum

An annual gathering of M4EG network focused on emerging practices and inspiring action, co-hosted by EU & UNDP

Urban Learning Center

Provision of hands-on training on innovative methods (deep listening, leadership, sensemaking, strategic planning and foresight, complexity, systems thinking) & publication of knowledge products



HOW WILL IT WORK?

deep

Creating demonstration interventions in minimum 12 secondary portfolio briefs (ready for investment) & **supporting local governments in attracting diverse investment** for local development.

Listening

Capturing the existing social perceptions on the most significant socio-economic challenges in order to inform the process of designing options/interventions in real time. This process is a necessary condition to link the portfolio with real time perceptions of different stakeholders and communities.

Systems Change & Diversity

Green economic recovery will be achieved through applying a systems lens and strengthening capabilities for strategic management and planning, in local authorities.

Investments

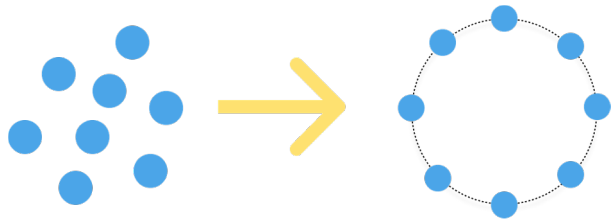
A set of interventions connected to address systemic nature of challenges in local authorities with distributed risk across the portfolios, building on existing initiatives & highly contextualized will attract other investments.

OUR APPROACH

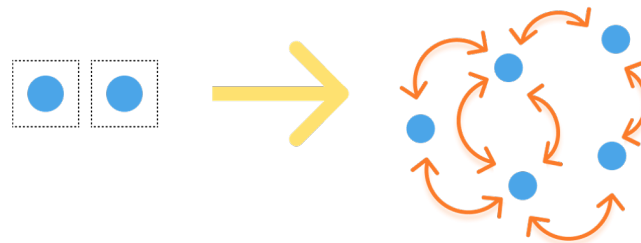
systems innovation

Moving away from siloed single-point solutions into **adaptive portfolios of connected interventions** that learn from each other and lever change in socio-economic systems

Provide system lens into complex challenges



Design portfolios with connected interventions



Build framework and capabilities for adaptive management





WHAT CAN **MAYORS** / MUNICIPALITIES EXPECT?

Access to the Urban Learning Center

and the many **modules and tools to build capacities** on system transformation, complexity, foresight, novel finance models, among other areas

Adapted methodology and process

for developing a **new set of LEDPs for the intended urban change**

Participate in annual Call for Interest and proposals

to undergo a deep learning process in **portfolio** thinking, and participate in an annual **Call for Proposals** for portfolio activation (approx. €2.8m), & call for innovation (approx. €1.2m)

Regional forums and national platforms

to **exchange on emerging practice**, inspiring action, and lessons among local governments and other stakeholders

Cities are sandboxes for experimentation at the most impactful scale and, ultimately, **where the future of our world will play out.**

Ray Boyle / Jennifer Bradley - Is Inclusive smarter than Smart



GET IN CONTACT FOR MORE INFORMATION

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